LEO BURNETT COMPANY, *Inc.*
Ad No. 2534—Make Room—Req. No. 81745—1 Page—B&W—7 x 10 in.—Trade Publications, 1971 (B)
Printed in U.S.A.

Make room for new Marlboro Lights.

Some of your customers prefer low tar cigarettes. And here's one they're really going to like. Marlboro Lights. The new low tar cigarette from Marlboro, America's fastest-growing brand.

Marlboro Red . . . 1971 sales up 13%
Longhorn 100's . . . 1971 sales up 24%
Menthol Green . . . 1971 sales up 15%

New Marlboro Lights. For your smokers who prefer the lighter taste of a low tar smoke. So remember the brand that's making the profits, and make a little room for the newcomer. Marlboro Lights. Your customers will be asking for them.

Come to where the profits are.
Come to Marlboro Country.

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